

## ABSTRACT

**REWARD SYSTEM AND METHOD**

- 5           A method of rewarding customers for staying in a locale includes communicating between a beacon (2) and a mobile device (20) to determine whether the mobile device (20) is within a predetermined locale; and crediting an account of the user (27) of the mobile device (20) depending on the length of time the mobile device (20) is within the predetermined locale to reward the
- 10 user for presence within that locale. The communication may use the Bluetooth protocol.

[Figure 1]

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